

**TIMESHARED ELECTRONIC CATALOG SYSTEM AND METHOD**

**ABSTRACT OF THE INVENTION**

A system and method for providing a timeshared electronic catalog is disclosed. The system comprises an electronic database having a plurality of data records that comprise a master data set. The system comprises at least a first and second subset of the data records, wherein each subset comprises one or more data records selected from the master data set. The system includes a software program comprising a data record masking module for selectively providing a first view for displaying one of the subsets to a first user. Each of the plurality of data records contains a plurality of data elements, or fields, or attributes. The data record masking module is further for selecting which data elements are provided in the view. The system further includes a means for selectively providing which executable features from a plurality of executable features may be provided with each view.